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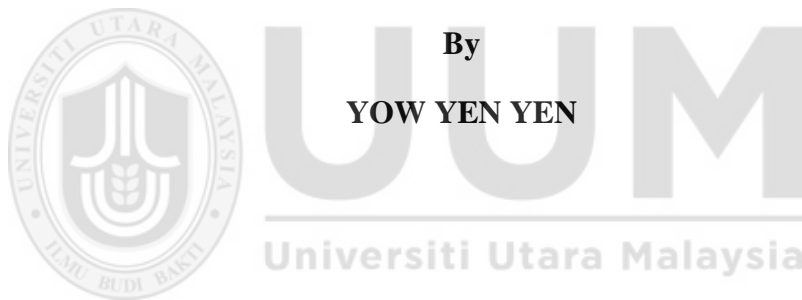


**RELATIONSHIP OF BRAND IMAGE,
IN-FLIGHT SERVICE QUALITY AND PASSENGERS'
SATISFACTION ON REPURCHASE INTENTION**



**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
June 2019**

**RELATIONSHIP OF BRAND IMAGE, IN-FLIGHT SERVICE QUALITY
AND PASSENGERS' SATISFACTION ON REPURCHASE INTENTION**



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Othman Yeop Abdullah Graduate School of Business,
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(School of Business Management)

Kolej Perniagaan
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Universiti Utara Malaysia

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ABSTRACT

Repurchase intention is vitals in airline industry. A highly intense market demanded airline's operators to remain competitive by maintaining customer satisfaction. This is because satisfied passengers have a higher propensity to repurchase the same brand. Based on the literature, brand image and in-flight service quality could affect passengers' satisfaction and subsequently repurchase intention. Therefore, this study attempts to examine the relationship between brand image, in-flight service quality and repurchase intention. Besides, this study also examines the mediating effect of passengers' satisfaction on the relationship between brand image, in-flight service quality and repurchase intention. For the purpose of the study, quantitative research method through survey questionnaire was employed to examine the proposed relationship. A total of 800 questionnaires were distributed in the Kuala Lumpur International Airport, Kuala Lumpur International Airport 2, and Penang International Airport. A total of 299 responses were received, representing a 37.38% response rate. The data was analysed using SmartPLS 3.0 and reveal that all the hypotheses were supported. The findings reveal that brand image and in-flight service quality positively influence repurchase intention. The findings further reveal that passengers' satisfaction positively influences repurchase intention. The findings also shown that there is a significant mediating effect of passengers' satisfaction on the relationship between brand image and in-flight service quality and repurchase intention. Limitations and recommendations for future study are also provided.

Keywords: Brand image, in-flight service quality, passengers' satisfaction, repurchase intention, airline industry in Malaysia.

ABSTRAK

Niat pembelian semula adalah penting di dalam industri penerbangan. Pasaran yang sangat genting menuntut pengendali syarikat penerbangan untuk terus berdaya saing dengan mengekalkan kepuasan pelanggan. Ini adalah kerana penumpang yang berpuas hati mempunyai kecenderungan yang lebih tinggi untuk membeli semula jenama yang sama. Berdasarkan kajian literatur, imej jenama dan kualiti perkhidmatan dalam penerbangan boleh mempengaruhi kepuasan para penumpang dan seterusnya niat pembelian semula. Oleh itu, kajian ini cuba untuk mengkaji hubungan antara imej jenama, kualiti perkhidmatan dalam penerbangan dan niat pembelian semula. Selain itu, kajian ini juga mengkaji kesan mediasi kepuasan penumpang terhadap hubungan antara imej jenama, kualiti perkhidmatan penerbangan dan niat pembelian semula. Untuk tujuan kajian ini, kaedah penyelidikan kuantitatif melalui tinjauan soal selidik digunakan untuk mengkaji hubungan yang dicadangkan. Sebanyak 800 soal selidik telah diedarkan di Lapangan Terbang Antarabangsa Kuala Lumpur, Lapangan Terbang Antarabangsa Kuala Lumpur 2, dan Lapangan Terbang Antarabangsa Pulau Pinang. Sebanyak 299 jawapan soal selidik telah diterima menjadikan kadar maklum balas sebanyak 37.38%. Data kajian dianalisis menggunakan SmartPLS 3.0 dan analisis menunjukkan dapatan yang menyokong semua hipotesis. Hasil kajian mendedahkan bahawa imej jenama dan kualiti perkhidmatan penerbangan memberikan pengaruh positif terhadap niat pembelian semula. Hasil kajian juga mendapati bahawa kepuasan para penumpang memberikan pengaruh yang positif terhadap niat pembelian semula. Hasil kajian turut menunjukkan bahawa kepuasan penumpang bertindak sebagai pengantara bagi hubungan antara imej jenama, kualiti perkhidmatan penerbangan dan niat pembelian semula. Beberapa batasan dan cadangan untuk kajian masa hadapan turut dibincangkan.

Kata Kunci: Imej jenama, kualiti perkhidmatan penerbangan, kepuasan penumpang, niat pembelian semula, industri penerbangan di Malaysia

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LIST OF ABBREVIATIONS

Abbreviation	Description of Abbreviation
AIRQUAL	Airline Quality
AA	American Airlines
AMOS-SEM	Analysis of Moment Structure Structural Equation Modelling
AVE	Average Variance Extracted
BA	British Airways
BI	Brand Image
R ²	Coefficient of Determination
CFA	Confirmatory Factor Analysis
CB-SEM	Covariance-Based Structural Equation Modelling
CR	Composite Reliability
f^2	Effect Size
EFA	Exploratory Factor Analysis
GDP	Gross Domestic Product
GoF	Goodness of Fit
HTMT	Heterotrait-Monotrait Ratio Statistics
IATA	International Air Transport Association
KLIA	Kuala Lumpur International Airport
KLIA2	Kuala Lumpur International Airport 2
LCC	Low-Cost Carrier
LCCT	Low-Cost Carrier Terminal
MAB	Malaysia Airlines Berhad
MAS	Malaysia Airlines System Berhad
MH17	Malaysia Airlines Flight Number 17
MH370	Malaysia Airlines Flight Number 370
MAHB	Malaysia Airport Holdings Berhad
NGO	Non-Governmental Organizations
PCA	Principle Component Analysis

PLS	Partial Least Square
PLS-SEM	Partial Least Square Structural Equation Modelling
PPS	Probability Proportionate to Size
PS	Passengers' Satisfaction
Q^2	Predictive Relevance
QR	Quick Response
RI	Repurchase Intention
SERVPERF	Service Performance
SERVQUAL	Service Quality
SQ	Service Quality
SIA	Singapore Airlines
SPSS	Statistical Package for the Social Sciences
SEM	Structural Equation Modelling
VAF	Variance Accounted For
VIF	Variance Inflation Factor
USA	United State of America



CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Customer behaviour plays an important role for any organization's success, especially in the service industry. Thus, without understanding customer behaviour effectively, it will not be possible for any organization to succeed (Abdullateef, Mokhtar, & Yusoff, 2011). In the marketing literature, to understand and predict customer behaviour well, it would be best to study their intentions (Ajzen & Fishbein, 1980). Hence, customers' behavioural intention is proposed as a fundamental concept that has a significant relationship with their actual buying behaviour (Ibrahim & Najjar, 2008; Rahbar & Wahid, 2011). Francis et al. (2004) agree that a company with superior marketing strategy can help to draw customers' attention and develop an optimistic attitude towards the company's brand. A favourable behavioural intention of the customer means that a company or service provider has taken the first step towards success. Moreover, the customer will become their loyal customer, who will be likely to spend more at a premium price with the company, be willing to give a good evaluation and recommend that company to his or her family and friends as well as relatives (Erkan & Evans, 2016; Zeithaml, Berry, & Parasuraman, 1996).

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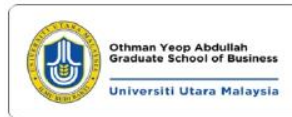
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APPENDICES

Appendix A Survey Questionnaire



QUESTIONNAIRE

The Relationship of Brand Image, In-Flight Service Quality and
Passengers' Satisfaction on Repurchase Intention



INSTRUCTIONS

Please read each question carefully. Answer the question by filling in the appropriate box that represents your response.

- This survey deals with your opinions of airline services in general. There are no right or wrong answers.
- This questionnaire should take about **10 minutes** to complete.
- There are **3 SECTIONS**. Please answer **ALL** questions based on your best estimate if the exact data are not available by circle or highlight the number that best represents your opinion.
- Please **RETURN** the completed questionnaire at your earliest convenience.

~ Your response will be kept strictly confidential ~

SECTION A: GENERAL INFORMATION

Kindly tick (✓) on the boxed that is most suitable to you.

- 1) How frequent have you taken the same airline service in the last twelve months? (Round trips count once only)

☐ Below 5
☐ 5-10

☐ above 10
- 2) Why you need to take flight?

☐ Business
☐ Vacation

☐ Study
☐ Others, please specify _____
- 3) What airline company did you choose most often?

☐ Malaysia Airlines
☐ Air Asia
☐ Firefly

☐ Berjaya-Air
☐ Malindo
- 4) Please indicate the class of flight you principally choose.

☐ Economy
 ☐ Business/First

SECTION B: GENERAL OPINION

Kindly circle or highlight the number that best represents your opinion with the level of extent towards your repurchase intention in airline industry. Respondent are asked to indicate the extent to which agreed or disagreed with each statement based on the airline company that you used most often, select the following scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Brand Image		To What Extent				
1)	I have always had a good impression of this airline.	1	2	3	4	5
2)	I believe that this airline has a better image than competitors.	1	2	3	4	5
3)	This airline has a good image in the mind of passengers.	1	2	3	4	5
4)	This airline has good reputation in society.	1	2	3	4	5

In-Flight Service Quality						
Tangible		To What Extent				
1)	Seating in the passenger cabin was spacious and comfortable.	1	2	3	4	5
2)	The type of aircraft used is modern.	1	2	3	4	5
3)	The appearance of service staff was neat and tidy.	1	2	3	4	5
4)	In-flight entertainment was satisfactory.	1	2	3	4	5
5)	The facilities in the passenger cabin are modern and clean.	1	2	3	4	5

Reliability		To What Extent				
1)	Check in counter was carried out quickly and accurately.	1	2	3	4	5
2)	Flight departure and arrival were on time.	1	2	3	4	5
3)	Flight safety record was excellent.	1	2	3	4	5
4)	I had no worries about luggage getting lost.	1	2	3	4	5
5)	Few aircraft mechanical problem.	1	2	3	4	5
6)	Handling customer complaints with sincere attitude.	1	2	3	4	5

Responsiveness	To What Extent				
1) Service staff are responsive in meeting customer demands.	1	2	3	4	5
2) Messages on the flight were broadcasted clearly and effectively.	1	2	3	4	5
3) Service staff offered services efficiently.	1	2	3	4	5
4) Staff were capable of handling emergency services effectively.	1	2	3	4	5

Assurance	To What Extent				
1) Luggage delivery and luggage claims were perfect and fast.	1	2	3	4	5
2) Service staff are professional when dealing with customers' enquires.	1	2	3	4	5
3) Competent at answering customers' general queries.	1	2	3	4	5
4) This airline has good reputation and image.	1	2	3	4	5

Empathy	To What Extent				
1) This airline takes customers' views seriously.	1	2	3	4	5
2) Service staff actively used the passengers' native language.	1	2	3	4	5
3) Flight times were appropriate.	1	2	3	4	5
4) This airline maintains a customer service quality control system.	1	2	3	4	5

Passenger's Satisfaction					
“Would you agree to say ...”?					
	To What Extent				
1) I feel satisfied with my decision to take this flight.	1	2	3	4	5
2) I am always delighted with this airline's service.	1	2	3	4	5
3) I am very satisfied with this airline compared to other airlines.	1	2	3	4	5
4) I think I do the right thing when I decide to take this airline.	1	2	3	4	5
5) My experiences with this airline exceed my expectations.	1	2	3	4	5

Kindly circle or highlight the number that best represents your opinion with the level of extent towards your repurchase intention in Airline industry. Respondent are asked to indicate the extent to which likely or unlikely with each statement based on the following scale.

Very Unlikely	Unlikely	Neither Likely or Unlikely	Likely	Very Likely
1	2	3	4	5

Repurchase Intention					
	To What Extent				
1) I would like to come back to this airline in the future.	1	2	3	4	5
2) I would consider take this airline again in the future.	1	2	3	4	5
3) I would recommend this airline to my friends or others.	1	2	3	4	5
4) I would say positive things about this airline to others.	1	2	3	4	5
5) I would encourage others to take this airline.	1	2	3	4	5

SECTION C: RESPONDENT'S PROFILE

Kindly tick (✓) on the boxes in each statement that is best describes about yourself.

- 1) Gender
☐ Male ☐ Female
- 2) Age
☐ Below 20 years old ☐ 41-50 years old
☐ 21-30 years old ☐ Above 50 years old
☐ 31-40 years old
- 3) Race
☐ Malay ☐ Indian
☐ Chinese ☐ Others, please specify _____
- 4) Marital status
☐ Single ☐ Married
- 5) Educational background
☐ High school or equivalent ☐ Bachelor's degree
☐ Technical school certification ☐ Master's or Specialist's degree
☐ Associate's degree ☐ Doctoral degree or beyond
- 6) Occupation
☐ Professional ☐ Employee of company
☐ Student ☐ Government employee
☐ Management ☐ Private business
☐ Housewife ☐ Others, please specify _____
- 7) Average income per month.
☐ Below RM1 500 ☐ RM5000-RM10000
☐ RM1 500-RM3000 ☐ Above RM10000
☐ RM3000-RM5000

~ THANK YOU ~